

## **Historic, Archive Document**

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U. S. Department of Agriculture

**Chrysanthemum**

**Price List**

**and**

**Order Blank**

**1930**

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**Geneva Floral Co.**

**GENEVA, N. Y.**



**OUR GUARANTEE:**—We deliver Chrysanthemum rooted cuttings by parcel post prepaid up to the 6th zone or 1400 miles from Geneva and guarantee safe delivery. Stock not satisfactory when received may be returned at once and money refunded, or slight difficulties will be adjusted and you keep the stock. Outside this territory stock travels at buyers risk and expense.

We have arranged this list so you can use it for making your order if you so desire and when we acknowledge your order we will send you another list.

—EARLY—

	100	1,000
..... <b>Chrysolora</b> —Incurved early yellow. Perfect stem and foliage.....	\$3.50	\$30.00.....
..... <b>Golden Queen</b> —Old standard early yellow. Incurved and a very popular sort.....	3.50	30.00.....
..... <b>Gold Lode</b> —Very fine yellow, blooming early Oct.....	3.50	30.00.....

100 1,000

.....*	<b>Governor Green</b> —Large red for middle Oct.....	\$5.00	\$45.00.....
.....	<b>Oconto</b> —Very valuable early white, always double and sure crop.....	3.50	30.00.....
.....*	<b>October Rose</b> —Early with mid-season size bloom.....	5.00	45.00.....
.....*	<b>Quaker Maid</b> —White bloom- ing in early Oct.....	5.00	45.00.....
.....*	<b>Rose Glow</b> —Lively bright pink. Large spreading flower. Early October....	5.00	45.00.....
.....*	<b>Smith's Enchantress</b> —Early Oct. Bright rose pink....	3.50	30.00.....
.....	<b>Smith's Advance</b> — Earliest large flowering white.....	3.50	30.00.....
.....	<b>Sun Glow</b> —Bright yellow Bonnaffon type and very popular.....	3.50	30.00.....
.....	<b>Silver Sheen</b> —Pure white in- curved and best of the earlies.....	3.50	30.00.....
.....	<b>Unaka</b> —Early pink necessary for every florist. Get early bud.....	3.50	30.00.....

### —MID-SEASON—

.....	<b>Betsy Ross</b> —Very popular incurved white.....	3.50	30.00.....
.....	<b>Citronelle</b> —Incurved yellow, fine size and form, either mid-season or late accord- ing to conditions.....	3.50	30.00.....
.....	<b>Chas. Razer</b> —Old standard incurved white.....	3.50	30.00.....

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\*Limited stock of this variety.

	100	1,000
..... <b>Chieftan</b> —One of the most popular pinks, easy to grow. \$3.50	\$30.00	.....
..... <b>White Chieftan</b> —White sport of Chieftan.....	3.50	30.00.....
.....* <b>J. W. Prince</b> —Dark pink sport of Chieftan.....	3.50	30.00.....
..... <b>Golden Glory</b> —Good yellow for commercial growers....	3.50	30.00.....
..... <b>Marigold</b> —Old popular variety. Large flower.....	3.50	30.00.....
.....* <b>Miss Millicent Rogers</b> —Bronzy pink with gold shadings. Novelty.....	5.00	45.00.....
.....* <b>Pink Treasure</b> —Similar to Chieftan but much larger..	5.00	45.00.....
..... <b>Richmond</b> —Bonnaffon type, easy doer, bright yellow...	3.50	30.00.....
.....* <b>Roman Gold</b> —Large golden yellow. Old standard....	3.50	30.00.....
..... <b>Rose Perfection</b> —Bright pink seedling of Chieftan and larger flower.....	3.50	30.00.....
.....* <b>Smith's Brilliant</b> —An early mid-season red that sells well. Easy to do and great producer.....	3.50	30.00.....
.....* <b>Snow White</b> —Early mid-season pure white, incurved, excellent.....	5.00	45.00.....
..... <b>White Perfection</b> —Sport of Rose Perfection. Very fine.	3.50	30.00.....
..... <b>White Turner</b> —An exhibition commercial. Easy to grow.	5.00	45.00.....
..... <b>Yellow Turner</b> —Light yellow sport of W. Turner.....	5.00	45.00.....
..... <b>Pink Turner</b> —Pink sport of W. Turner.....	5.00	45.00.....

\*Limited stock of this variety.

—LATE—

	100	1,000
.....Mrs. R. M. Calkins—Fine large incurved late yellow.	\$5.00	\$45.00.....
.....*Cinnatus—Large lavender Pink for Thanksgiving and later.....	5.00	45.00.....
.....Distinction—Large late pink. Darker than Seidewitz....	5.00	45.00.....
.....December Glory—Large in- curved white, blooming early Dec.....	5.00	45.00.....
.....*Francine—Large flowering in- curved Pink about size of Turner.....	5.00	45.00.....
.....Golden King—Large incurved yellow.....	3.50	30.00.....
.....Gladys Pearson—Apricot and buff. A very popular sort.	3.50	30.00.....
.....Harvard — Crimson. Old standard.....	3.50	30.00.....
.....Helen Frick—Fine incurved dark pink.....	3.50	30.00.....
.....White Frick—Sport of Helen Frick.....	3.50	30.00.....
.....*Edgar Stillman Kelley—Very large late pure white.....	5.00	45.00.....
.....Mistletoe—Late incurved White—may be had Christ- mas and later.....	3.50	30.00.....
.....Golden Mistletoe—Yellow sport of Mistletoe.....	3.50	30.00.....
.....Pink Mistletoe—Pink sport of Mistletoe.....	3.50	30.00.....

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\*Limited stock of this variety.



	100	1,000
.....* <b>Mefo</b> —Large flowering in-curved creamy white, exhibition commercial. ....	\$5.00	\$45.00.....
.....* <b>Pink Patty</b> —Drawf light pink. Good for pots. ....	3.50	30.00.....
.....* <b>Rosa Raisa</b> —A perfect in-curved light rose, blooming middle of Nov. to Thanks-giving. ....	5.00	45.00.....
.....* <b>Nellie T. Ross</b> —Large in-curved light yellow, a little lighter than Bonaffon. Late Nov. ....	5.00	45.00.....
..... <b>Siedewitz Pink</b> —Tall in-curved pink for Thanks-giving. ....	3.50	30.00.....
..... <b>White Seidewitz</b> — Blush white sport of Pink Seide-witz. ....	3.50	30.00.....
..... <b>Sunbeam</b> —Large Thanksgiv-ing Yellow—very popular..	3.50	30.00.....
..... <b>Sungold</b> —Seedling of Sun-beam but later. Very large.	5.00	45.00.....
..... <b>Thanksgiving Pink</b> —Dark pink for Thanksgiving and later. ....	3.50	30.00.....
.....* <b>Towantic</b> —Large pure white for Thanksgiving and later.	5.00	45.00.....
.....* <b>Tekonsha</b> —Thanksgiving Bronze. ....	5.00	45.00.....
..... <b>White Surprise</b> —Very large Thanksgiving white. ....	3.50	30.00.....
..... <b>Whittier</b> —A fine yellow which takes place of Bonaffon. . .	3.50	30.00.....
..... <b>White, Good Late</b> —Very similar to Whittier in size, shape and date of blooming.	3.50	30.00.....

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\*Limited stock of this variety.

# —POMPONS—

100 1,000

.....Autumn Glints — Golden Bronze for Nov. 1 . . . . .	\$3.50	\$30.00.....
.....Cora Peck Buhl—Like Golden Climax but deeper yellow..	3.50	30.00.....
.....Christmas Gold—Very choice late . . . . .	3.00	25.00.....
.....Clorinda—Best bronze for Thanksgiving . . . . .	3.00	25.00.....
.....Dainty Maid—Small pink that always attracts the buyer . . . . .	3.50	30.00.....
.....Diana—Standard mid-season white . . . . .	3.00	25.00.....
.....Doty, Pink—An excellent sort, very double, rather early . . . . .	3.00	25.00.....
.....Doty, White—You cannot go wrong on pink or white Doty . . . . .	3.00	25.00.....
.....Doty, Red—Similar to White and Pink in habit . . . . .	3.00	25.00.....
.....El Reno—An excellent Bronze for about Thanksgiving...	3.50	30.00.....
.....*Fairy Queen—Light pink mid-season . . . . .	3.50	30.00.....
.....Gold Coin—Large flowering for about Dec. 1. May be disbudded with fine success.	3.50	30.00.....
.....Golden Sceptre—Very large late. An excellent variety.	3.50	30.00.....
.....Golden Climax—Old standard golden yellow . . . . .	3.00	25.00.....
.....Hilda Canning—Small button bronze, old standard . . . . .	3.00	25.00.....
.....Iva—Reddish Bronze mid- season, very excellent sort.	3.50	30.00.....

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\*Limited stock of this variety.

	100	1,000
..... <b>LeRoy</b> —Very late light pink Thanksgiving and later....	\$3.50	\$30.00.....
..... <b>Leilah</b> —Rose Pink ready mid- dle of Oct.....	3.50	30.00.....
..... <b>Minong</b> —White, middle to late Oct.....	3.50	30.00.....
..... <b>New York</b> —Light medium early Bronze. Fine variety.	3.50	30.00.....
..... <b>November Gold</b> —Late yellow.....	3.50	30.00.....
..... <b>Nuggets</b> —Fine yellow mid- season.....	3.50	30.00.....
..... <b>Olivia</b> —Late Pink for early Dec. Very choice.....	3.50	30.00.....
..... <b>Rose Charm</b> —Bright Rose Pink. Fine for sprays or disbudded.....	3.50	30.00.....
..... <b>Usona</b> —Bright Pink for late Nov. and later.....	3.50	30.00.....
..... <b>Uvalda</b> —Earliest white and very profitable to grow....	3.50	30.00.....
..... <b>F. Wilcox or Mrs. Beu</b> — Pleasing shade bronze....	3.50	30.00.....
..... <b>Red Wilcox</b> —Similar to Wil- cox but much darker....	3.50	30.00.....
..... <b>Yellow LeRoy</b> —Correct name not known. Very choice mid-season.....	3.50	30.00.....
..... <b>Yellow Fellow</b> —Fine Yellow mid-season.....	3.50	30.00.....
..... <b>Yuletide</b> —Very popular late white.....	5.00	45.00.....
..... <b>Yellow Yuletide</b> —A yellow Yuletide.....	5.00	45.00.....
..... <b>Zora</b> —Early bright yellow. Middle Oct.....	3.50	30.00.....

# —SINGLES—

100 1,000

..... <b>Anna Nanzig</b> —Dark sport of Godfrey . . . . .	\$3.50	\$30.00.....
..... <b>Buckingham</b> —Fine early pink . . . . .	3.50	30.00.....
.....* <b>Bronze Buckingham</b> —Bronze sport of Buckingham . . . . .	3.50	30.00.....
..... <b>Dainty</b> —Small yellowish pink daisy flower, very striking. . . . .	3.50	30.00.....
..... <b>Godfrey</b> —Just right for Thanksgiving, very popular . . . . .	3.50	30.00.....
.....* <b>Helen Hubbard</b> —Thanksgiv- ing red . . . . .	3.50	30.00.....
.....* <b>Katherien Hurley</b> —Light bronze . . . . .	3.50	30.00.....
..... <b>Menza</b> —White, very popular, one of the best . . . . .	3.50	30.00.....
..... <b>Golden Menza</b> —Light Yellow . . . . .	3.50	30.00.....

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\*Limited stock of this variety.

# —ANEMONES—

100 1,000

.....	<b>Adenlair</b> —A Novelty, very large and productive. Will produce 4 five-inch blooms per plant. Color shell pink with creamy cast.....	\$5.00	\$45.00.....
.....	<b>Captivation</b> —Large flowering if disbudded will produce flower over 7 in. Mahogany red and cushion quills tipped with yellow.....	5.00	45.00.....
.....	<b>Elizabeth</b> — Yellow for Thanksgiving. Very fine variety.....	3.50	30.00.....
.....	<b>Izola</b> —True shade amaranth, very fine.....	3.00	25.00.....
.....	<b>Maple Leaf</b> —Novelty which seems to change color similarly to the Maple Leaf. Very productive.....	3.50	30.00.....
.....	<b>Sorona</b> —Large light yellow cushion white florets shaded pink.....	3.50	30.00.....

## MIDGE

You need not fear Midge any more. Cyanogas 1/10 oz. per 1,000 cu. ft. used every night or every other night will completely rid your place of midge, and if house is clean you can use it once or twice a week and keep things clean.

Nico Fume liquid sprayed on plants as strong as they will stand without burning will also keep down Midge, or rid your place of midge if you have it.

Fume Tobac will also control Midge by fumigation.

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## SNAPDRAGON

Follow your Mums with Snaps. Now that Rust can be completely controlled many find this a very paying crop. Snaps and Mums are the only wholesale crops we grow and by putting all our energies and thought into these two crops we think we can give you as good or better service than you can get elsewhere. We try to treat our customers as we would want them to treat us if we were buying and we will expect to supply you regularly. Our Rust circular is free.

## TERMS, Etc.

**Potted stock** in season usually goes at \$1.00 per 100 more than hundred rates named in this list. This stock is from 2'' packed light and shipped at purchaser's risk and expense.

While we use every possible care to have all varieties properly labeled and true to name, we give no warranty, expressed or implied.

We cannot guarantee a crop, as growing depends entirely upon the grower.

25 one variety at 100 rates, 250 one variety at 1000 rates. Where less than 25 of a kind are wanted add \$1.00 per 100 to hundred rates.

2% cash ten days, 30 days net.

Cash with order or C. O. D. to parties without established credit.

## CULTURAL DIRECTIONS

Many people write us for cultural directions for Mums.

This is too great a subject for an ordinary letter and the best book we know on the subject is "Smith's Chrysanthemum Manual" by Elmer D. Smith, Adrian, Mich. Price is \$1.50 and it will pay you well to have a copy.





**U. S. DEPARTMENT OF AGRICULTURE**

**WASHINGTON, D. C.**

**BUREAU OF PLANT INDUSTRY**  
**Horticulture**

**M. R. N.**

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